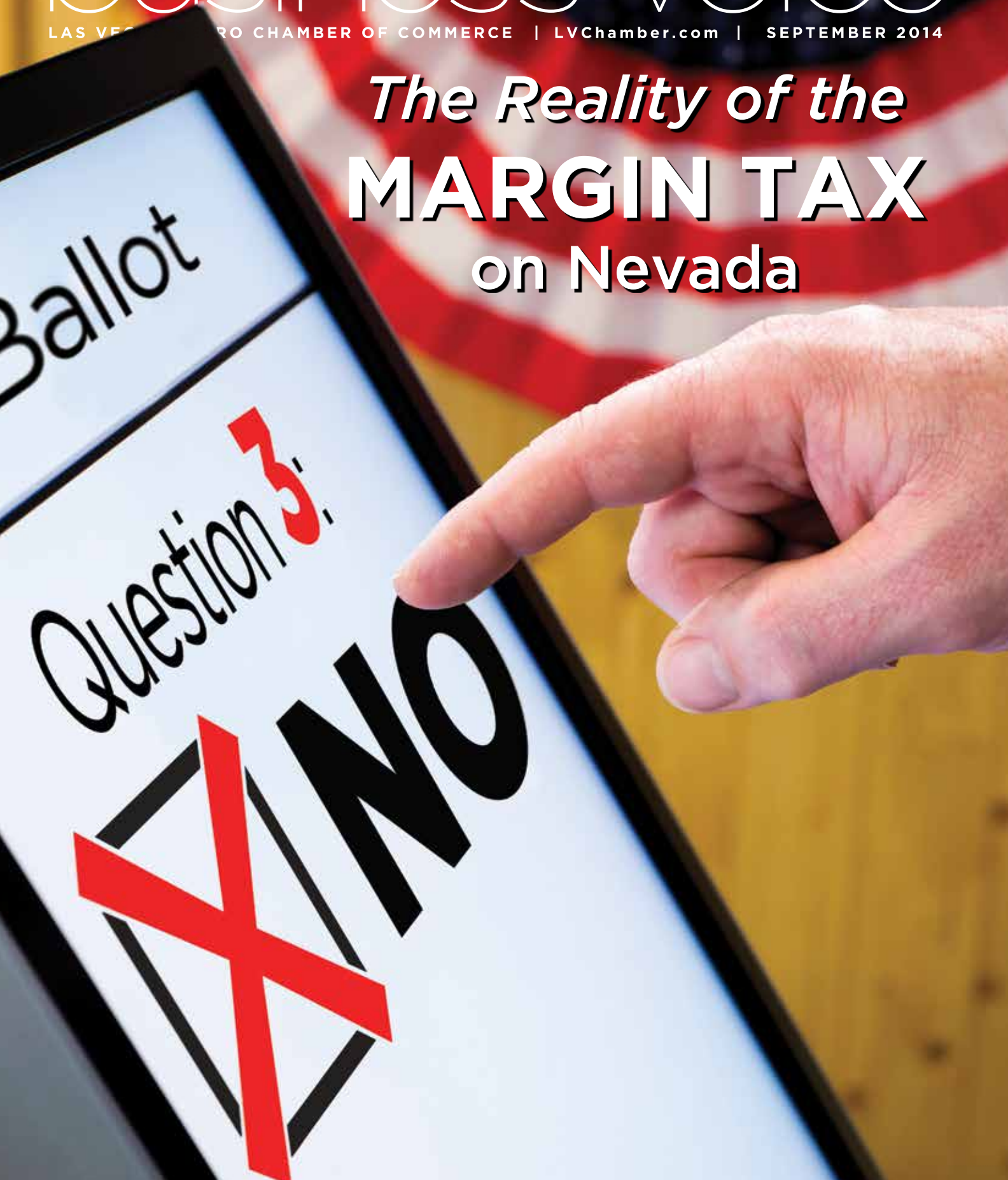


business voice

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The Reality of the **MARGIN TAX** on Nevada





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game changers

KRISTIN MCMILLAN
PRESIDENT & CEO

A

t the Metro Chamber, we're constantly engaged in issues that are "game changers" for our community - including legislation, ballot measures and other need-to-know happenings on local, state and federal levels. It is our job to alert you to issues when you need to take action. This is one of those times. As you can see from this month's cover story, the Margin Tax Initiative will appear as Question 3 on the November ballot. This ballot initiative poses a major threat to our slowly recovering and still fragile economy. If passed, it would enact a two percent tax on businesses with more than \$1 million in *revenues*, not profits, making some businesses with slim profit margins owe the tax without actually earning much (if any) profit that year.

The Margin Tax would negatively impact *everyone* in the state of Nevada. Research shows that the tax would affect more than 16,000 businesses employing more than 600,000 people - that's 63 percent of private-establishment based workforce in Nevada. Business owners, even if they do not meet that critical \$1 million revenue threshold, would still have to pay steeper administrative costs to file the tax and comply with its complicated tax code. And at the end of the day, higher costs for businesses subjected to this flawed and dangerous tax would ultimately be passed down to other businesses that utilize their goods and services. We will all pay the increased costs and burdens of the Margin Tax. It's an immediate "game over" for our economic recovery, job creation and competitiveness in the global market. There's no such thing as, "The Margin Tax doesn't affect me."

That's why the Metro Chamber is "all in" to defeat Question 3. We will continue to work with our coalition partners through Election Day to defeat this job-killing measure. The Metro Chamber will also continue its stepped-up efforts to inform the employers and employees of this community what the Margin Tax would do to the economy - that it will cost thousands of jobs, hurt employers and make Nevada one of the least friendly states for business and employment growth.

Education at all levels has been and continues to be a top priority of the Metro Chamber. In fact, last session, we pressed for reform measures to stabilize the structure of our tax system and put forth proposals that would target education spending in a manner that would be tied to the improvement of educational results and accountability. While these proposals were not adopted by the legislature, we were successful in advocating for millions of additional dollars to support English Language Learner (ELL) instruction programs along with investment in Zoom schools. We also successfully fought for a different, improved funding formula for K-12 and higher education, and measures for strengthening our community colleges. We have achieved some incremental gains but have much more work to do.

The Metro Chamber looks forward to working with its community partners, school administrators, elected officials, education experts,



parents, students and employers in finding solutions and developing plans to improve education in Nevada. But first, we *must* defeat the Margin Tax Initiative. If we do not defeat it in November, there will be no ability to engage in discussions to find the "right" solutions.

We also realize that health care is a major concern and priority for you. For close to 30 years, the Metro Chamber has provided affordable health insurance plans for members. We know that compliance with the Affordable Care Act (ACA) has been a game-changer for how you access cost-efficient, common-sense health coverage for yourself and your employees. The Metro Chamber, through its subsidiary, Chamber Insurance & Benefits, has been diligently working to continue to meet the needs of employers and employees alike as plans evolve to comply with the ACA.

We are excited to launch *Chamber Health Options*, a comprehensive new suite of products for both individuals and groups, to provide health insurance solutions that make sense for you and your business needs. Changes are coming fast, and we want to make sure that you're prepared and informed. Be sure to read about it on page 22, and visit ChamberHealthOptions.com.

These are two major game changers for business in Nevada. I encourage you to become informed, ask questions, engage in the process and take action to ensure that our business community is a place where economic growth, job creation and innovation bring new opportunities in the future.



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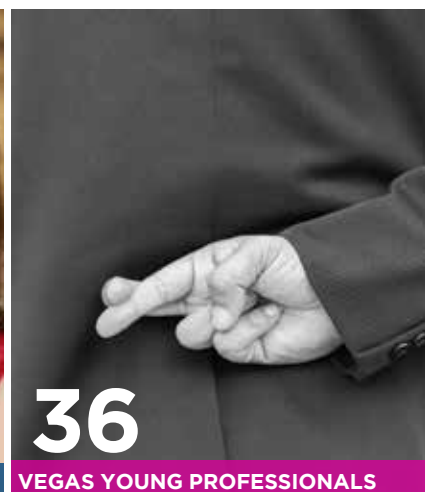
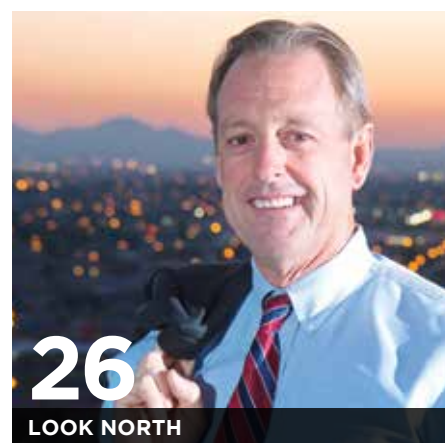
EDITORIAL POLICY:

The *Business Voice* is a member newsletter of the Las Vegas Metro Chamber of Commerce. The Las Vegas Metro Chamber of Commerce welcomes input, ideas and suggestions from our members. As with any periodical, we must adhere to strict deadlines and we reserve the right to edit all materials submitted for publication. Commentaries that are marked as such do not necessarily reflect the opinion or position of the Chamber, its trustees or employees. The Chamber cannot guarantee the validity or accuracy of the contents of paid advertisements. Questions or concerns about content of the *Business Voice* can be addressed to Vice President of Marketing, Las Vegas Metro Chamber of Commerce, 8363 W. Sunset Road, Suite 250, Las Vegas, NV 89113.

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chamber news



u.s. congressman horsford engages members at eggs & issues

U.S. Congressman Steven Horsford (NV-4) will address Metro Chamber members at the next Eggs & Issues breakfast on Monday, September 22, at **Vdara Hotel & Spa**. Currently serving on the U.S. House Financial Services Committee and the Committee on Oversight and Government Reform, Horsford will speak to members about a number of federal and state issues impacting businesses. An audience question-and-answer

period will follow his remarks. Seats are \$40 for members, \$55 for non-members and \$400 for a table of ten. For more information or to register, visit LVChamber.com or call 702.641.5822.

save the date to welcome the metro chamber 2015 board of trustees

Don't miss your opportunity to engage with Metro Chamber leadership and hear from incoming chairman Bob Brown, president of Opportunity Village, as he shares his insights on the coming year for the Metro Chamber and the Southern Nevada business community. The Installation Luncheon, where the incoming Board of Trustees of the Metro Chamber are sworn in, is one of the Metro Chamber's most popular annual events. This year's event will be Tuesday, December 2, at Aria Resort & Casino, from 11:30 a.m. – 1:00 p.m. Seats are \$60 for members, \$70 for non-members and \$600 for a table of ten. For more information, visit LVChamber.com or call 702.641.5822.

celebrate the best of local business at the business excellence awards

Join the Metro Chamber in celebrating the honorees of the 2014 Business Excellence Awards, sponsored exclusively by Nevada State Bank. With a record number of nominations this year, these awards will spotlight the creativity, innovation, service and diversity of the Southern Nevada business community. You can read up on the honorees in the October issue of the *Business Voice* and join in the celebration on Thursday, October 30, at Green Valley Ranch Casino, Resort & Spa. Seats are \$50 for members, \$65 for non-members and \$500 for a table of ten. For more information or to register, visit LVChamber.com or call 702.641.5822.



learn how to give back effectively this holiday season

How can your business meaningfully engage with a cause in the Southern Nevada community in a way that makes sense for your goals, strategic vision and budget? Find out at the Las Vegas Business Breakfast on Thursday, September 11, at Three Square Food Bank. A panel of experts, including Julie Murray, CEO and principal at Moonridge Group; Gina Gavan, president/owner of Tribal Minds Marketing and founder of Project Dinner Table; John Wagner, director of community relations at the UNLV Nonprofit, Community and Leadership Initiative; and moderator Bob Brown, president of Opportunity Village, will give you their experiences and success stories to plan your most effective giving campaign just in time for the holiday season. For more information, including pricing and reservations, visit LVChamber.com or call 702.641.5822.



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news you need



governor's conference on small business: information, insight and what's next

On September 19, the third Governor's Conference on Small Business will take over the Rio All-Suite Hotel & Casino Convention Center for a half-day program packed with information and insights for small business owners, entrepreneurs and those looking to start or

grow a business in Nevada. Presented by the Nevada Department of Business & Industry, this conference gives participants the opportunity to hear from industry leaders and experts during six informative and interactive panel discussions, as well as interface with service providers, development authorities and government entities at the Business Resource Expo. A luncheon featuring a keynote address by Governor Brian Sandoval, as well as special guest speakers Steve Hill from the Governor's Office of Economic Development and Dr. Kenneth Witcher of Embry-Riddle Aeronautical University, will conclude the conference. The cost to attend is \$50 per person, if purchased in advance, \$500 for a table of ten, and \$60 at the door. Exhibitor opportunities are still available. For more information, including a complete agenda, and to purchase tickets, visit LVChamber.com or call the Nevada Department of Business and Industry at 702.486.2750.



federal government meets annual goal for small business contracting

U.S. Small Business Administrator Maria Contreras-Sweet announced that for the first time in eight years, the federal government has met its annual 23 percent goal for small business contracting, resulting in more than \$83 billion in revenue for small businesses. This helps to strengthen the job market and boost the economy. Under a new scorecard methodology, small disadvantaged businesses received 8.6 percent of all federal contracts (totaling \$30.6 billion) and service-disabled veteran-owned businesses received 3.4 percent of federal contracts (totaling more than \$12 billion). To learn more about federal contracting through the SBA Government Contracting Classroom, visit SBA.gov/classroom.

city of las vegas launches new app for android users

The City of Las Vegas has launched "City of Las Vegas Mobile," an app for Android users who want to report a neighborhood problem, find parking downtown, locate food trucks, and report or check the status of any problem in Las Vegas city limits in real time. The city already has a similar app for iPhone users. The new Android app can be downloaded from the Google Play store app.

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The Metro Chamber's Office Depot discount program can save you up to 60 percent on the essentials you use every day in your office – and some of the purchases you make on an as-needed basis, like technology and furniture. Now, through your Metro Chamber membership, you can also access monthly specials on supplies for your business. Check LVChamber.com each month to take advantage of specials through the Metro Chamber's exclusive Office Depot program, including a back-to-school printing bundle with business cards, copies, posters and lamination services. You can also sign up for the program and download a special Store Purchasing Card for you and your employees through the website. For more information, call the Metro Chamber membership team at 702.641.5822.



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GOVERNMENT AFFAIRS AND PUBLIC POLICY

standing against the margin tax



Governor
Brian Sandoval



U.S. Senator
Dean Heller



Kim R. Wallin, CPA, CFM, CMA,
Nevada State Controller



Mark Hutchison,
Nevada State Senator, District 6



Lucy Flores,
Nevada State Assemblywoman, District 28

N

evada's elected officials are weighing on Question 3, the Margin Tax Initiative, appearing on the November ballot.

"We're going to need everybody's help to defeat one of the worst tax proposals Nevada has seen for many, many years."

"Nevada's economy is still fragile, and nothing is certain."

"The margins tax, if approved, will jeopardize Nevada's recovery."

Governor Brian Sandoval, Las Vegas Review-Journal, March 2014

"We will have a higher corporate income tax than the state of California. That wouldn't be good for Nevada."

U.S. Senator Dean Heller, Las Vegas Sun, August 2014

"As a CPA and the Nevada State Controller, I know first-hand what the Margins Tax will do to Nevada businesses, Nevada citizens and state and local governments. Many of our Nevada businesses are still struggling from the recession. This tax will cause those who have a very low profit margin, such as retail and construction, to start losing money again. Nevada businesses competing against out of state businesses could go out of business because they will have to raise their prices to pay for the tax. Large businesses that can increase prices will actually be passing the tax on to those who can least afford it. State, local governments and school districts will have to pay as much as 18% more to build schools, roads, libraries and parks because that tax will be passed on to the government by the contractors. Yes, we need money for education, because

our future depends on it, but this initiative is not the solution."

Kim R. Wallin, CPA, CFM, CMA, Nevada State Controller

"I have met with many business owners and business leaders throughout the state over the past year. Without exception, we share the same belief that the Margins Tax is the single greatest threat to our recovering economy in Nevada."

Mark Hutchison, Nevada State Senator, District 6

"Unfortunately, there's an opportunity that it can have negative effects on our jobs and in our status that we have right now — very fragile — with the economy."

Lucy Flores, Nevada State Assemblywoman, District 28

Nevada Business

THE DECISION MAKER'S magazine

NAIOP

SPECIAL REPORT **October 2014**



In October of this year, *Nevada Business Magazine* will publish a special report for NAIOP (National Association of Industrial and Office Properties). The report will profile the Southern Nevada chapter, its leadership and initiatives.

As the area's leading organization in Commercial Real Estate, NAIOP's membership includes builders, developers, architects, engineers, brokers and finance professionals.

The special report will be included in the full run of the October 2014 magazine, where it will reach over 82,000 business decision-makers statewide. In addition, the stand-alone magazine will be distributed to leaders in the commercial real estate industry throughout the year.

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business
power
luncheon with
u.s. senator
dean heller



U.S. Senator Dean Heller (R-NV) discussed issues impacting the Southern Nevada business community, including international travel and trade, economic development, the reauthorization of the Terrorism Risk Insurance Act (which he championed), and healthcare, among other topics. As one of Nevada's leading policy makers, Heller shared insights and essential information with Metro Chamber members.



business
after hours
at clubhouse
news network



Metro Chamber members mixed, mingled and built their businesses during a behind-the-scenes look at Clubhouse News Network, a kid-focused working news station. Guests were interviewed by the teenage anchors, tested out how to work with a green screen and created conversation among the set.

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Ballot

Question 3

~~No~~

NO on 3

The Reality of the Margin Tax on Nevada

W

hen we see something in our path that could potentially cause us harm – whether it's another car stopped in front of ours, another person barreling towards us as we walk down the street, or a ballot measure that stands to erase the strides our state has taken since the Great Recession – we must do one of two things: put on the brakes or brace for impact.

The Margin Tax Initiative, appearing as Question 3 on the general election ballot November 4, is one of

the greatest threats to our state's fragile recovery and would, if passed, impact nearly every facet of life in Nevada: create an environment not conducive to

economic growth, kill jobs and simultaneously inhibit future job creation, make Nevada one of the most uncompetitive states in which to open or bring in a business from another state, hike up consumer costs on everything from groceries to utilities, and create layers of complicated tax code that would mean significant additional administrative and compliance costs for both the government entities to implement it, and businesses forced to comply with it – regardless if they are profitable or not.

If passed in November, the Margin Tax would enact a two percent tax on all businesses in Nevada with revenues of more than \$1 million, **regardless if that business made a profit that year**. Just a penny over that \$1 million threshold would create an instant liability for the entire amount, leaving businesses with high overhead and slim profit margins (such as wholesalers, restaurants, general contractors, finance and insurance firms, and many more industries regarded as everyday services and necessities in our

state) at extreme risk for cutting back employment and operations, passing along steep cost increases to their customers, and potentially closing their doors for good. Curt Anderson, CEO of Fair, Anderson and Langerman CPAs and Business Advisors, has conducted extensive analysis with his clients on the reality of a Nevada with a margin tax, using real tax returns to illustrate that businesses that lose money or barely scrape by with a profit would be subject to the tax. "There's no magic to this," Anderson says. "A business that loses money can definitely owe this

tax." Such a losing proposition would cost Nevada up to 9,000 private-sector jobs, according to estimates prepared by Applied Analysis, something that hits

"There's no magic to this," Anderson says. "A business that loses money can definitely owe this tax."

hard as Nevada's employment numbers begin to turn around for the better.

The Margin Tax would also create an uncompetitive business environment for Nevada. **If passed, it would give Nevada the fourth or fifth highest corporate tax rate in the country, the equivalent of 14 to 15 percent.** Some businesses are holding off on decisions to relocate or expand to the state until after the general election on November 4. Such uncertainty as Question 3 looms on the ballot is cause for concern.

For those Nevadans who don't own a business, or run a business that doesn't meet that pivotal \$1 million threshold, the common argument is that the Margin Tax won't affect them. A recent study by RCG Economics found that more than 16,000 large and small Nevada businesses would be affected by the Margin Tax Initiative when affiliated businesses are considered. These business entities affected by the proposed margin tax employ nearly 608,000

workers – 63 percent of all private establishment-based employees in Nevada in 2013. The top five industries with the highest annual margin tax burden would be retail, finance and insurance, health care and social assistance, wholesale trade and utilities. These are industries that affect every single Nevadan, whether they own a business or not. Each of us living in the state would be negatively impacted by cost increases that would eventually be passed on to consumers. Explains Elizabeth Malm, an economist with the Center for State Tax Policy at the Tax Foundation, a nonpartisan think tank based in Washington, D.C., “It’s not going to just impact the firm that has to pay; it affects everyone down the chain.”

The Margin Tax burden, passed on from suppliers to businesses to consumers throughout the state, would create a “tax on a tax on a tax,” trickling down from larger business suppliers to other businesses that need products, goods and services to conduct everyday business, to Nevadans who consume the goods and services produced. The effect, known as “tax pyramiding,” would potentially cause devastating cost increases that would further inhibit business growth, create an environment not conducive to job growth and create price hikes that would derail our fragile economic recovery. “Think about it this way: it’s not a tax on profit,” says Malm. “If you’re passing a tax onto the person buying your products, and you have

organizations piling it up on one another, it becomes a tax on a tax on a tax.”

One of the most significant instances of potential pyramiding as a result of the Margin Tax is the health care industry. Should the initiative pass, the health care industry is expected to experience a 203 percent state business tax increase in 2015, according to material

commissioned by the Coalition to Defeat the Margin Tax Initiative from Applied Analysis. The preliminary findings state, “It is nearly impossible to determine the extent to which the burden created by the proposed margin tax would translate into

higher cost of health care.” In addition, “Assuming for point of reference that 50 percent of the price increase would be passed on to consumers, Nevadans’ health care costs would increase by more than \$40 million.” Everyone in Nevada paying for and receiving health care services would be impacted by this astronomical increase. And this is only one example of how the cost burden of the Margin Tax would eventually be passed along to consumers. Summing up the potential for pyramiding, the study from RCG Economics concludes with, “It would be difficult to predict how much of the \$800 million in new taxes imposed on Nevada businesses would be passed on to Nevada households via higher prices for goods and services, but it is a potentially large percentage.”

“If you’re passing a tax onto the person buying your products, and you have organizations piling it up on one another, it becomes a tax on a tax on a tax.”

NEVADA’S TOP FIVE INDUSTRIES WITH HIGHEST ANNUAL MARGIN TAX BURDEN

Industry	Annual Margin Tax Estimate
Retail Trade	\$109.3 million
Finance and Insurance	\$98.5 million
Health Care and Social Assistance	\$95.9 million
Wholesale Trade	\$90.6 million
Utilities	\$63.4 million

The Margin Tax is commonly compared to Texas' Franchise Tax. There are many notable differences in the existing tax in Texas and the proposed Margin Tax Initiative, including the tax rate itself. Nevada's proposed Margin Tax is two times higher than that imposed on business in Texas. In addition, some industries in Texas – including health care – mitigate potentially devastating costs associated with the margin tax by having certain exemptions and special circumstances within the tax code. No such "carve outs" occur in the tax code as it is written now. The Texas Franchise Tax has also undergone several iterations and revisions since becoming law and is still largely regarded as economically damaging.

Preparing for the tax as a business also creates major difficulties for both the state and businesses, which would have less than two months to prepare for the rollout of the Margin Tax on January 1, 2015, should it pass in November. "The difficulty of this tax is that it's very difficult to structure your operations differently to avoid it," explains Anderson. "You don't have the ability to modify your way of doing business to avoid exposure. Most people can't change it; all you can do is try and pass it on." Says Malm, "It seems like it's not going to impact people, but you have to think about how everyone has to file with the state for it. It creates a drain on resources: hiring people to help you figure it out, as well as the additional filings required."

Anderson reiterates Malm's point that every business in Nevada would have to navigate the tax at some level. "You might say that only the biggest firms have to pay, but figuring it out and filing is something everyone needs to do." The administrative and compliance costs for the state are expected to substantially increase, as well as involved entities would have to scramble in the 57 days between the general election and January 1, to allocate staff and resources to interpret, enact and regulate the tax.

If passed, another troubling facet of the Margin Tax is that no one in the state – not the Legislature, state government or the people – would be able to change

a single provision of the law for at least three years. It would mean at least three years of killing jobs, economic development, new business, entrepreneurship, growth and competitiveness in the global market. "Business growth is funded only by a few sources of capital, retained profit being one," says Anderson. "Growth is where new employment comes from. We need existing businesses to realize new growth opportunities and

fund that growth, and if they don't have sufficient money to fund that growth, it starts to hamper a business' ability to grow, and impedes employment and job growth."

At the core of the debate is money for public education; the funds collected from the Margin Tax would be earmarked for

Nevada's Distributive School Account, used to fund K-12 education, but there is no guarantee that the funds would be used towards education. The governor's budget, as well as the State Legislature, could reduce general funds to the school account and divert the funds elsewhere in the budget.

Come Election Day, Nevada voters will decide a large part of Nevada's economic future. It's time to put the brakes on the Margin Tax Initiative and vote No on 3.

More than 16,000 large and small Nevada businesses would be affected by the Margin Tax Initiative when affiliated businesses are considered. These business entities affected by the proposed margin tax employ nearly 608,000 workers - 63 percent of all private establishment-based employees in Nevada in 2013.

GET INVOLVED WITH THE COALITION TO DEFEAT THE MARGIN TAX INITIATIVE.

Sign up as a member of the coalition at **StoptheMarginTax.com**, or visit LVChamber.com/biz-pac to contribute towards the defeat of this harmful ballot initiative.

stop the margin tax

THE TOP TEN THINGS YOU NEED TO KNOW ABOUT QUESTION 3, THE MARGIN TAX INITIATIVE



1

The Margin Tax Initiative will be listed as **Question 3** on the November 4, 2014 General Election Ballot.

2

This flawed and costly measure would impose a 2% tax on Nevada businesses making gross **revenue** of more than \$1,000,000.

3

Each business can choose **only one** of three possible deductions to take.

- Standard 30%
- Cost of Goods Sold
- Cost of Employee Compensation

4

If your business has \$1,000,000.01 in revenue, it will be subject to a 2% tax on the **entire amount**, not just the \$.01.

5

Businesses of all sizes would owe this tax even in years they **did not see a profit**.

6

The Margin Tax would turn Nevada from one of the most business friendly states to one of the **most unfriendly** states by creating the equivalent of a nearly 15% corporate tax, far surpassing our neighboring state of California who has a corporate income tax of 8.8%.

7

Economic impacts were not considered before Question 3 was put on the ballot. It is estimated that at the floor level, Question 3 will **kill nearly 9,000 jobs** in the state of Nevada.

8

There is **no guarantee** that the money will go to help Nevada's education system, classrooms or students. The Legislature could spend it on anything it chooses.

9

Thousands of individuals, businesses and organizations have voiced their **opposition** on Question 3, including the Las Vegas Metro Chamber of Commerce, the Nevada Resort Association, the Retail Association of Nevada, the Nevada Mining Association, the Nevada Restaurant Association, the Nevada Taxpayers Association, and the Nevada Society of CPAs.

10

Vote No on Question 3 on the 2014 General Election ballot.

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- Heather

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what's happening

PLACES TO BE. PEOPLE TO MEET. THINGS TO KNOW. IN **SEPTEMBER**

september chamber connections

Join this established dedicated leads group made up of professionals from a variety of industries. Limited openings available; call for space availability.

5:30 – 7:00 p.m.
See website for details on locations.

Tuesday, September 9
Tuesday, September 23

how to register:

Visit LVChamber.com and
click on the Events Calendar.

Call 702.641.5822.

8

MONDAY, SEPTEMBER 8 **VEGAS YOUNG PROFESSIONALS** **TOASTMASTERS MEETING**

The VYP Toastmasters group is for all members to aid in the development of speaking, presentation and leadership skills.

6:30 – 8:00 p.m.

The Ogden Clubhouse 16th Floor
150 Las Vegas Blvd.

FREE for guests

\$60 to join, \$36 every six months.

9

TUESDAY, SEPTEMBER 9 **CHAMBER VOICES TOASTMASTERS**

Become a better speaker and a more effective presenter. Open to all members.

10:45 a.m. – Noon

First American Title Company
2500 Paseo Verde Pkwy., Ste. 120

\$54 every six months. Guests always complimentary.

10

WEDNESDAY, SEPTEMBER 10 **BIGWIG LUNCH TIME WITH TINA QUIGLEY**

This lunch allows VYP members to hear first-hand from a mover and shaker in our community about their path to professional success. The next Big Wig will be Tina Quigley, general manager of the Regional Transportation Commission of Southern Nevada.

11:00 a.m. – 1:00 p.m.

Regional Transportation Commission of Southern Nevada - F.A.S.T. facility
4615 W. Sunset Rd.

Lunch is limited to 40 people.

\$25, exclusive to VYP Members (includes lunch)

Presenting Sponsors: Chamber Health Options,
UnitedHealthcare, Wells Fargo

11

THURSDAY, SEPTEMBER 11 **LAS VEGAS BUSINESS BREAKFAST**

Hear from a panel of philanthropic experts about the most effective way for your business to give back to the community, especially as the holiday season approaches. Panelists include: Julie Murray, CEO/principal at Moonridge Group; Gina Gavan, president/owner of Tribal Minds Marketing and founder of Project Dinner Table; John Wagner, director of community relations at the UNLV Nonprofit, Community and Leadership Initiative; and moderator Bob Brown, president of Opportunity Village.

7:30 – 8:00 a.m.: Registration & Networking

8:00 – 9:00 a.m.: Program

Three Square

4190 N. Pecos Rd.

\$25 - Members

\$35 - Non-Members

\$250 - Table of ten

Sponsor: Chamber Health Options

16

TUESDAY, SEPTEMBER 16 **MINORITY AND WOMEN-OWNED** **BUSINESSES MIXER**

Make business connections, create new partnerships and renew acquaintances at this annual event that brings together minority and women-owned businesses.

5:30 – 7:30 p.m.

Simon Restaurant - Palms Place Hotel & Spa
4321 W. Flamingo Rd.

Complimentary for members and their guest.

Sponsor: Bank of Nevada

00 - CHAMBER EVENT

00 - VYP EVENT

september sponsors:



18

THURSDAY, SEPTEMBER 18

VEGAS YOUNG PROFESSIONALS FUSION MIXER

Welcome the fall with a handcrafted libation and new business connections as VYP takes over Oak & Ivy inside Downtown Las Vegas' popular Container Park.

5:30 - 8:30 p.m.

Oak & Ivy inside Container Park

707 Fremont St.

Online: \$10 members, \$15 non-members

At the door: \$15 members, \$20 non-members

Program Sponsors: Chamber Health Options, UnitedHealthcare, Wells Fargo

19

FRIDAY, SEPTEMBER 19

GOVERNOR'S CONFERENCE ON SMALL BUSINESS

Hosted by the Nevada Department of Business and Industry, this comprehensive small business resource event is designed for those seeking to start a small business, grow an existing business and network with business support service providers, fellow entrepreneurs and government officials. Conference participants will have the opportunity to hear from industry leaders, peers and government officials during informative and interactive panel discussions. The conference will conclude with a plated lunch featuring special guest speakers and a keynote address by Governor Brian Sandoval.

7:30 a.m. - 8:00 a.m.: Registration and networking

8:00 a.m. - 12:00 p.m.: Panel Discussions

Noon - 1:30 p.m.: Luncheon

Rio All-Suite Hotel & Casino - Conference Center

3700 W. Flamingo Rd.

\$50 - Conference attendee, \$500 - Table of ten,

\$60 - At the door

Sponsors: Bank of America, Bank of Nevada, Clearinghouse CDFI, CenturyLink, Las Vegas Metro Chamber of Commerce, Nevada Department of Employment, Training and Rehabilitation, Nevada Governor's Office of Economic Development, Nevada Microenterprise Initiative, NV Energy

22

MONDAY, SEPTEMBER 22

EGGS & ISSUES FEATURING

U.S. CONGRESSMAN STEVEN HORSFORD

U.S. Congressman Steven Horsford (NV-4) will discuss issues impacting the local business community and participate in a Q & A following his remarks.

7:30 - 8:00 a.m. Registration

8:00 - 9:00 a.m. Program

Vdara Hotel & Spa

2600 W. Harmon Ave.

\$40 - Members, \$55 - Non-members,

\$400 - Table of ten

Premier Sponsor: Chamber Health Options

Series Sponsors: Allegiant Air, CenturyLink, Southwest Gas, Sunrise Health System, and Touro University

22

MONDAY, SEPTEMBER 22

VEGAS YOUNG PROFESSIONALS

TOASTMASTERS Meeting

See September 8 for details.

23

TUESDAY, SEPTEMBER 23

CHAMBER VOICES TOASTMASTERS

See September 9 for details.

23

TUESDAY, SEPTEMBER 23

NEW MEMBER BREAKFAST

At this exclusive event for new members of the Metro Chamber, each participant will have the opportunity to introduce themselves and their business in a friendly atmosphere.

7:00 - 7:30 a.m.: Registration & Networking

7:30 - 9:30 a.m.: Program

SpringHill Suites by Marriott Las Vegas Convention Center
2989 Paradise Rd.

Sponsors by: CenturyLink, Chamber Health Options, Wells Fargo

chamber's new health marketplace

EASY ACCESS TO ACA-COMPLIANT PLANS

T

he Affordable Care Act has brought major health insurance changes for Nevada consumers and business owners. How insurance is purchased, how coverages will work and what is best for employers and employees are just a few of the things that continue to raise questions.

For more than 29 years, the Las Vegas Metro Chamber of Commerce has been proud to provide competitive, comprehensive health insurance for its members. Although current plans offered will no longer be available because of new health care reform regulations, the Metro Chamber remains committed to its members as they navigate this year's changes and insurance enrollment process.

The Metro Chamber and Chamber Insurance & Benefits are unveiling a new range of health insurance plans designed to fit the needs of you, your business and your employees. Through our new Chamber Health Options marketplace, you will have access to more choices than ever with new tools to make the conversion to ACA-compliant plans as easy and seamless as possible.

In order to better serve members and their employees, this easy to use health insurance portal has been built to help you and your employees shop, purchase and enroll in a plan. Through ChamberHealthOptions.com, members and employees can check out plan options and prices, as well as research subsidy and credit qualifications so you can clearly understand your needs and ultimate choices you have in making healthcare decisions for you and your employees.

As small businesses evaluate the options, whether continuing with a small group plan or converting employees to individual plans so they can take advantage of available subsidies, ChamberHealthOptions.com is one-stop shopping. Through the website, you will be able to get individual and small group plans, either through your broker or direct online purchase. In addition, the Metro Chamber will be offering a Chamber group captive plan option, which gives mid-size and large companies the ability to access new plans. More details will follow in the October *Business Voice*.

To further help members with these often complicated decisions, the Metro Chamber will be providing comprehensive print information, holding Q & A meetings where members will have the opportunity to get their questions answered by insurance experts, and have a hotline to help them navigate through the



changing insurance landscape and find answers – all from the trusted insurance solutions provider that has helped businesses obtain insurance for more than 29 years. “Simply put, we want to be our members’ partner as they make health care insurance decisions,” says Kristin McMillan, Metro Chamber President and CEO. “Choice, quality service, and complete solutions are our commitment.”

Chamber Insurance & Benefits President William Wright also stated, “We are excited to support Metro Chamber members who look to us to help them succeed in a challenging business marketplace. I am proud to continue this commitment with our new health insurance exchange.”

The Chamber encourages its members to talk to our agents, attend an informational meeting, or visit ChamberHealthOptions.com to get started with these decisions.

your health, your choice:

CHAMBER HEALTH OPTIONS CAN WORK FOR YOU

N

evada business owners and their employees are facing some difficult decisions in regards to their health insurance. Should they continue to shop for a group plan, or should they convert to an individual plan strategies for themselves and their employees?

Traditional small group health policies of the past offered guaranteed issue and rates for employers with as few as two employees. These policies were typically medically underwritten and rated partially in direct relation to the medical history of the group's employees. Even though some employees had pre-existing conditions, small group employers could not be refused coverage for any reason.

For more than 29 years, the Las Vegas Metro Chamber of Commerce has provided excellent health insurance benefits for small group employers (2-50 employees). That tradition will not change. In fact, Chamber Insurance & Benefits is pleased to announce Chamber Health Options, bringing more choices to Chamber members through a highly efficient, private marketplace model. What does that mean for you and your employees?

- Choice of market-leading insurance carriers
- Choice of plans – something to fit everyone's individual needs
- An easy, online experience, available at a time that is convenient for you. Just talk with your agent or visit ChamberHealthOptions.com to begin.
- Answers when you need them through our friendly help center

The mandate for all Americans to purchase health insurance as prescribed in the Affordable Care Act (ACA) took effect on January 1, 2014; everyone now has access to purchase health insurance coverage for him or herself. No longer are there hindrances due to pre-existing conditions. This change in the health insurance landscape has caused some smaller employers (2-50 full-time employees) to reconsider whether there could be advantages to discontinuing their small group policy and replacing it with individual policies for their employees. Below are just a few reasons why a small employer might find it advantageous to move employees to individual coverage:

- More options available – Small group coverage limits all employees to participation in the very same plan(s). With individual coverage, employees can select among several

**Don't miss a special member
meeting on the new
Chamber Health Options**

THURSDAY, OCTOBER 2

**Look for an invitation in
your inbox soon!**



plans to find option best suited to their needs and budget.

- Less expensive – In many cases, individual insurance costs less than small group coverage, especially in cases where medical history has been a factor in the past.
- Subsidy assistance – Depending upon the income of each employee, many may qualify for a government subsidy to assist them in paying for their premium. If employees are offered a small group policy through their employer, they are not eligible to apply for a subsidy, even if they waive off from their employer's group plan.
- Portability – If an employee leaves, their health insurance policy stays in place. No longer are they affected by disrupted medical coverage and additional waiting periods due to change in employment.

Need assistance? Call Chamber Insurance & Benefits at 702.586.3889 to discuss your options. As always, we're here for you!

spotlights

(B) Lori Nelson

Vice President, Corporate Communications – Station Casinos LLC

Since 2005, Lori Nelson has been responsible for the strategic development and implementation of the Company's public relations activities including media relations, social media and community relations for its 18 properties. She also serves as the company spokesperson. Nelson served on the Governor's Planning Commission for Nevada's 150th celebration, is a 1999 graduate of the Las Vegas Metro Chamber Leadership Las Vegas program and served as president of Child Focus at St. Jude's Ranch, a non-profit organization dedicated to sibling preservation efforts for Nevada's foster care system in 2011-2012. Currently, she also serves on the Metro Chamber Board of Trustees.

(A) Dwayne Miller

Chief Executive Officer – JBA Consulting Engineers

With 25 years in the industry, Dwayne Miller is responsible for the strategic development and growth of the engineering areas of practice and business development for JBA Consulting Engineers. In addition, his focus on the development of the company leadership team has been key to the successful evolution of JBA. The restructuring of the company over the past decade from a 30-person MEP U.S.-centric practice to a 200-person multi-disciplined international firm was executed by Miller and the new leadership team.



A



B



C



D

(D) Ray Sedey

Executive Vice President – McCarthy Building Companies, Inc.

McCarthy provides pre-construction and construction services in both the public and private sectors. Under the leadership of Ray Sedey, the Nevada division has diversified its portfolio with projects in the health care, hospitality and gaming, education, transportation, commercial and industrial markets. Sedey displays great passion and commitment to the construction industry, as well as to the community and is actively involved with the Associated General Contractors of Nevada, UNLV Construction Management Advisory Board and the American Concrete Institute.

(C) Paul Caudill

President & Chief Executive Officer – NV Energy

Paul Caudill was named president of NV Energy in December 2013. Most recently, Caudill was president of MidAmerican Solar, a division of MidAmerican Renewables LLC. Prior to joining MidAmerican in 2012, Caudill was CEO and president of Phoenix Solar U.S. He also served as vice president, global systems operations for SunPower Corporation. Caudill began his career in the energy industry with Bechtel Power Corporation in 1976. He has extensive experience in commissioning, start-up and outage management at generating facilities throughout the United States.

president's
club

Louie Cellona**Chief Operations Officer/Co-Founder – Liaison Holdings, LLC**

Louie Cellona is Chief Operations Officer/Co-Founder of Liaison Holdings, LLC, and is a certified anger management facilitator and affiliated with the American Association of Anger Management Providers, as well as a certified recovery peer specialist with a concentration on veterans. Previously, he was a medical specialist with the U.S. Army and worked in the mental/behavioral health industry as a rehabilitative mental health provider and a clinical director.

Mike Wethington**General Manager – Town Square Las Vegas**

Mike Wethington manages all daily operating functions for the center, which opened in November 2007. He works closely with development, construction, marketing, leasing and individual retailers. Wethington has more than 20 years of retail-management experience, including general manager positions at Galleria at Sunset in Henderson and Victoria Gardens in Southern California. He holds a degree in finance and real estate from New Mexico State University.

William Nelson**Shareholder – Piercy, Bowler Taylor & Kern**

William (Bill) Nelson is involved in all areas of accounting and auditing for Piercy Bowler Taylor & Kern. Nelson holds a BS in Accounting and is CPA certified in Nevada and California. He is active in the community, participating in several youth sports programs and boy scouting, and is a member of Board of Trustees for the Las Vegas Metro Chamber of Commerce.



executive
level

Larry Singer**Vice President – Newmark Grubb Knight Frank**

Larry Singer is a 30-year veteran of commercial real estate and is consistently one of Southern Nevada's top producing tenant rep agents. He is an active member of the Las Vegas Metro Chamber of Commerce Board of Trustees. In addition, he has served as chairman of the Lied Institute of Real Estate Studies at UNLV and chairman of Big Brothers and Big Sisters of Southern Nevada.

Chris Breed, CHA, RRP**Regional Vice President, Southwest – Desert Rose Resort**

Chris Breed has assisted with the renovations of five resorts within Shell Vacations Club. Renovating and opening of the Desert Rose Resort is what brought her to Las Vegas. Upon completion of that project, Breed was promoted to regional vice president, where she oversees the operations and associations of several resorts. Breed also serves as president and vice president on several condominium association boards.

Robert Beville**President – Harmony Homes**

Prior to joining Harmony Homes in 2009, Robert Beville served as managing director for the Atalon Group, an operational turnaround management firm working on projects that included the troubled Lake Las Vegas community. Beville served on the board of directors for Desert Capital REIT. He is a Certified Public Accountant (inactive) and a member of the Southern Nevada Home Builders Association and the Turnaround Management Association.

north las vegas

A FLIGHTPATH TO SUCCESS

BY MAYOR JOHN LEE
CITY OF NORTH LAS VEGAS



One year ago, I willingly jumped into the cockpit of a city which was plummeting straight into the ground. Working together, our team of leaders, employees, and residents were able to pull up on the airplane's sticks and prevent us from slamming into the ground. Although the plane is now leveled off, there is plenty

of work to be done to gain lift and avoid the trees and mountains in our path on the horizon.

As an incoming Mayor, I inherited both long-term and short-term challenges. Against all odds, and contrary to the predictions of financial experts on Wall Street, we were able to resolve our most pressing short-term challenge by settling a two-year legal dispute and negotiating future contracts that balanced our budget, averted employee layoffs, and prevented raising taxes on residents.

As we now start to focus on resolving the long-term challenges, I think of Winston Churchill's statement, "Success is not final, failure is not fatal, it is the courage to continue that counts." Despite successfully resolving short-term challenges, now is the time to embrace our long-term challenges and courageously resolve them.

I have identified three specific goals our city will focus on over the next five years: target employment and business growth in the industries of aerospace and defense, logistics and operations, and health and medical services by bringing \$600 million in new and expanding business investment which will increase new business revenues to the City by \$7 million; establish financial stability by resolving our long-term financial challenges and building accountability and efficiency at City Hall; and, unify our community by protecting and fortifying our community builders, like parks and libraries.

Cities cannot cut themselves into prosperity. Our past "last person out shuts off the lights" mentality is visionless, destructive and has proven to be ineffective. We are focusing on creating a sustainable tax base through attracting promising new businesses with the highest probability of succeeding and promoting growth of our existing business partners. Over the past year we implemented a comprehensive jobs and business initiative by overhauling our business practices to enhance customer service and optimize internal efficiencies. We have identified several innovative ways to solve some of the educational challenges discouraging new businesses. We are also working for ways to bring much needed utility infrastructure to the land south of the speedway and to our industrial land in Apex so we can drive business development into our region.



We have the fortitude to resolve our long-term financial challenges. This begins by using the State's revenue disbursements through the C-Tax formula as a guide for sustainable smart growth. Gone are the days of North Las Vegas' myopic and ill-fated attempts to change the C-Tax formula. Complaining about the formulas disparate treatment will be replaced with a sound strategy of promoting growth, rewarded by the formula.

We are protecting and fortifying our parks and libraries, and strengthening our police and fire services. For the first time in more than five years we have hired new police officers. Through festivals and events we can remove Craig Ranch Regional Park from the general fund, and allow this park to become self-sufficient and remain a source of pride for everyone in our community.

Residents didn't elect me to be their Mayor; they elected me to make their lives better. I am committed to addressing our long-term challenges with the same courage and resolve that fixed our short-term challenges. Continuing to work together, we will fly above the trees and soar over the mountain as we continue to put our city on the flightpath to success!

Get the inside scoop on your community

attend



FOCUS LAS VEGAS



Dive into current issues and opportunities in Southern Nevada



Hear from community leaders, key organizations and key stakeholders in the Valley



Gain insight to help you succeed in business and philanthropy

Two-day session:

OCTOBER 20 & 27

7:30 a.m. – 5:00 p.m.

The Innervation Center

\$499: Metro Chamber member

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+ one guest

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member news

PRESIDENT'S CLUB MEMBER | EXECUTIVE LEVEL

The Las Vegas Metro Chamber of Commerce is proud to provide members with a place to publish their current announcements. Email news items to pr@lvchamber.com or fax to Public Relations at 702.735.0320.



community service

For the 5th consecutive year, **City National Bank** colleagues collected and donated nearly 1,000 backpacks filled with school supplies as part of its annual Back-to-School Supplies Drive.

Bank of Nevada continues its commitment to serve the people of Nevada by donating funds to purchase a comprehensive literacy program at **The Delta Academy**.

wheeling and dealing

Hope Christian Health Center, a new non-profit, low-cost primary care facility, celebrated its grand opening August 9, with a block party-style event that was open to the community.

Skinvisible Pharmaceuticals, Inc. announces the forming of Kintari, a new wholly-owned subsidiary to market a premium line of scientifically formulated skincare products powered by the company's patented Invisicare® technology.

Jennifer DeHaven, president and CEO of **Millenium Staffing and Management Services**, revealed the company's plans to refresh the brand with a new logo, creative assets and website.

Commercial Executives Real Estate Services represented Doug Ginter in the sale of a 1,598-square-foot office building at 3217 E. Warm Springs Rd., Las Vegas, NV to Crow, LLC. The sale is valued at \$250,000.

America First Credit Union, a leading member-owned, not-for-profit cooperative financial institution, welcomed the public to the opening of its newest location at 6090 S. Durango Drive. The location is the 12th America First location servicing Southern Nevada.

Journey Community Health Organization announces its grand opening located at 730 N. Eastern Avenue, Suite 120. The agency is a non-profit organization specializing in community-based services for mental, behavioral health and drug and alcohol issues.

announcements



Johnson Jacobson Wilcox is proud to announce the following additions to its staff: Frank Pochron has been hired as a part-time staff accountant and Michelle Baird is the firm's newest CPA.



Southern Hills Hospital promoted Stephanie Miller to assistant administrator. She will oversee day-to-day operations of the Environmental Services, Dietary, Imaging, Linen, Pharmacy, Laboratory, Respiratory Therapy and Physical Medicine, as well as the Ethics & Compliance Officer for the hospital.



New Song Church and Christian Academy appointed the Reverend Jennifer Zahnow to serve as director. Pastor Zahnow comes to the position having taught first grade at the parochial school during the 2013-2014 academic year and as a certified teacher in the state of Nevada.



St. Rose Dominican Hospital's Dignity Health Medical Group announces new additions to its staff. Robert Pretzlaff, M.D. has been selected

as chief medical officer, Dr. Elham Taherian joins as an adult rheumatology physician, and Dr. Christopher Mercado as a family medicine physician.

The Howard Hughes Corporation® named Elle Gaensslen as sales & marketing manager for the community's exclusive custom lots in The Ridges village.



Piercy, Bowler, Taylor & Kern promoted Josh Ahuna, Lauren Carpenter, Drew Ferguson, Josh Hallett and Eric Nielsen to senior associates.

SEN Technologies announces the transition to their new 60,000-square-foot data center in Boise, ID. The Tier 3 facility will allow it to address customers' compliance needs proactively with better access to bandwidth, more favorable contracts and a better facility to invite customers to training.



Robert J. Caldwell, shareholder at **Kolesar & Leatham**, began a two-year term as an officer of the American Bar Association's Tort Trial & Insurance Practice Section (TIPS). Caldwell will serve as the section's revenue officer responsible for managing sponsorship and non-dues revenue.

upcoming events

Meehan & Associates will host its 42nd annual Harvest Festival®- the Original Arts & Craft Show at Cashman Center, September 5-7. The event will feature a KidsZone that benefits the **Sunrise Children's Foundation** and a chance to save on tickets by donating to **Safe Nest**. For more information check out harvestfestival.com.

Opportunity Village is celebrating its 60th anniversary with a BBQ at the Bitter Root Ranch on September 13. Cocktail reception starts at 5:30 p.m. Reserve a table by logging on to opportunityvillage.org/upcoming-events.

Clear Channel Outdoor will host Out of Home: The Essentials, a luncheon with interactive stations, on Tuesday, September 9, at The Innovation Center. Limited RSVPs available; please contact Erica Kramer at EricaKramer@clearchannel.com for details.

Baby's Bounty, a non-profit that provides clothing and gear to babies born into low income families, is holding its Starry Starry Night cocktail party at Poppy Den in **Tivoli Village** on Thursday, September 18, at 5:30 p.m. Tickets are \$50 and available by RSVP to 702.485.2229 or admin@babysbounty.org.

21st Century Oncology is hosting the 4th Annual "This One's for the Boys!" Prostate Cancer Walk & Run at the UNLV Track on Saturday, September 27. Register online at 21stCenturyCARE.org for \$25 or on the day of the event for \$30.

NV Energy is offering free small business energy efficiency classes, including webinars, through October 28 in Las Vegas. For a schedule, visit NVEnergy.com.

The third annual Healthy Kids Festival, sponsored by **University of Nevada Cooperative Extension's** All 4 Kids® Program, will take place on Saturday, September 27. The free festival, will be held from 10:00 a.m. to 2:00 p.m. at Paradise Park located at 4775 McLeod Dr.

The **White Horse Youth Ranch** is celebrating its new facility with a grand opening community hoedown on Saturday, September 27, from 4:00 to 7:00 p.m. The hoedown will feature food, drinks, a special horse meet & greet, games and prizes. The event is open to the public and will be held on the new ranch, located at 8390 West Windmill Lane.

The **Down Syndrome Organization of Southern Nevada** and **Helping Hands of Vegas Valley** are hosting their Charity Shopping Day at Macy's at Downtown Summerlin on Saturday, October 4. Shopping passes are \$5 and all proceeds go to benefit DSOSN. Shopping passes available by e-mailing dcline@dsosn.org.

congratulations

Boulder Station celebrated its 20th anniversary on August 23, 2014. Throughout the month, guests have enjoyed a variety of specials.

Holland & Hart LLP has been selected as one of 2014's 50 Best Law Firms for Women by *Working Mother* and *Flex-Time Lawyers*. The list lauds firms for their family-friendly policies, career and business development initiatives that are helping to retain women attorneys and advance them into the leadership pipeline.

Natural Gas SAFETY



SOUTHWEST GAS

**We're working to keep you safe.
This includes:**

- Routinely patrolling, testing, repairing, and replacing our pipelines.
- Continually meeting or exceeding all federal and state requirements and standards for safe pipeline operation and maintenance.
- Regularly communicating and training with emergency responders.

Natural gas pipeline leaks can still occur due to natural disasters, corrosion, and careless or unsafe excavation. Natural gas leaks may lead to evacuations, service outages, fire, property damage, injury, or loss of life.

If you ever suspect
a natural gas leak,
whether you're our
customer or not...

**Call 911 and
Southwest Gas at
1-877-860-6020
immediately**



For more information about natural gas pipeline safety, visit swgas.com/safety or call 1-877-860-6020.

ribbon cuttings

CELEBRATING BUSINESS GROWTH

To arrange your ribbon cutting, contact Georgia Allen at 702.586.3838 or email gallen@lvchamber.com



ANOTHER BEGINNING, LLC

Another Beginning, LLC, located at 3450 W. Cheyenne Ave., announced its grand opening. A fully licensed and bonded credit restoration company, its services include credit restoration and business services. For more information call 702.906.1300 or visit anotherbeginningllc.com.



WALTER BRACKEN STEAM ACADEMY

Walter Bracken STEAM Academy commemorated its Musical Fairy Garden and its achievement as a World Magnet Blue Ribbon School with community partners. The school is located at 1200 N. 27th St. Call 702.799.7095 or visit schools.ccsd.net/bracken/.



PALM EASTERN MORTUARY & CEMETERY

Palm Eastern Mortuary & Cemetery dedicated the Garden of Eternity, located at 7600 S. Eastern Ave. The garden offers upright and flat memorial options, as well as private and semi-private interment options. Call 702.464.8500 or visit palmmortuary.com.



HUNGRY HOWIE'S PIZZA

Hungry Howie's Pizza announced its grand opening, located at 7703 N. El Capitan Way, Ste. 150. With 40 years of experience, Hungry Howie's is consistently ranked as one of the top 10 pizza franchises in the nation. Hungry Howie's Pizza has grown to nearly 600 stores in 24 states. Call 702.432.4334 or visit hungryhowies.com.



PASSION 4 SUCCESS

Passion 4 Success proudly announced its grand opening. Specializing in business coaching, training and speaking, Passion 4 Success' Missy Day is a John C. Maxwell-certified coach, helping others reach their full potential. Call 702.897.4147 or visit passion4success.net.



RUITER CONSTRUCTION, LLC

Ruiter Construction, LLC celebrated the grand opening of the first net-zero rehabilitation project of a distressed scattered site multi-family dwelling in North Las Vegas. These four units will provide eligible households with affordable housing with drastically reduced energy bills. Call 702-252-4069 or visit ruiterconstruction.com for more information.

SPONSORED BY:



PC - President's Club

EL - Executive Level

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OPPORTUNITY VILLAGE KITCHEN CREATIONS CAFÉ

Opportunity Village Kitchen Creations Café celebrated its grand opening at 500 S. Grand Central Parkway, in the Clark County Government Center, with a sausage cutting and the Opportunity Village Elvi Dance Troupe. Visit opportunityvillage.org.



REGUS - ARROYO CROSSING

Regus - Arroyo Crossing announced its grand opening at 7455 Arroyo Crossing Pkwy., Ste. 220. It offers fully furnished and equipped offices, receptionist, on-site IT support, state-of-the-art video communications studios and access to more than 1,800 business lounges and cafes worldwide. Call 702.761.6400 or visit regus.com.



EURO DELICACIES

Euro Delicacies, located at 7835 S. Rainbow Ave., Ste. 12, commemorated its grand opening with family, friends and Metro Chamber members. Euro Delicacies is a specialty store with Eastern European market goods and deli products. Call 702.740.0494 or visit europeanfoodlv.com.



YUMZ GOURMET FROZEN YOGURT

Yumz Gourmet Frozen Yogurt, a unique, self-serve frozen yogurt store that provides thousands of sweet combinations, announced its grand opening and ribbon cutting media event, located at 6135 S. Ft. Apache Rd., Ste. 400. Its frozen yogurt is just 85 to 100 calories per serving. Call 702.201.1155 or visit yumzfrozenyogurt.com



PC \$ FIRESTONE COMPLETE AUTO CARE

Firestone Complete Auto Care commemorated its new location at 6760 W. Flamingo Rd. with local dignitaries and a check presentation to Catholic Charities. It offers one-stop shopping for all of your maintenance, repair and tire needs. Call 702.220.5170 or visit firestonecompleteautocare.com.



GABRIELLA'S ITALIAN GRILL AND PIZZERIA

Gabriella's Italian Grill and Pizzeria, located at 8878 S. Eastern Ave., Ste. 104, announced its grand opening with family, friends, dignitaries and Metro Chamber members. Call 702.912.1111 or visit gabriellaslas.com.

member to member



MARGIN TAX - HOW WOULD IT AFFECT YOUR BUSINESS?

BY GINA BONGIOVI, ATTORNEY, MBA,
BONGIOVI LAW FIRM BONGIOVILAW.COM

Q

Question 3 on November's statewide ballot concerns the Margin Tax Initiative. While it's convincingly marketed as a way to fund our schools, there are serious flaws in its application that we must understand before voting.

Because my law practice serves businesses, the Chamber asked how the Margin Tax would affect my clients. Rather than hazard a guess, I asked them. Here's what my clients said:

"That would be \$40,000 per year for me. The government does not want to make it worth owning your own business anymore. It would not be worth the headaches of running a business and working 100 hours per week to only make \$100,000 per year. I'd rather take a cut in pay and collect a paycheck for a 40-hour work week. I'm already getting to that point now." - Family-owned pool service company

"There's no way I could hire anyone new and chances are I'd have to lay people off." - Family-owned food distributor

"If this passes, it would put us out of business here in Nevada. Our profit margins depend on our ability to collect receivables, and if we have a bad spate of uncollectable accounts, operations could easily result in an annual loss, despite high revenues. This could financially cripple our small yet growing firm, and would make being headquartered in Nevada far too risky. We'd leave Nevada before the tax was implemented, taking about 15 jobs with us." - Distribution company-with about \$5 million in revenues

Why such a strong reaction to this initiative? For starters, the money may not actually go to schools. Bureaucrats will be able to reallocate the money to other projects with no accountability, while the tax delivers an unsportsmanlike kidney punch to businesses barely brushing ourselves off from the beating we took during the recession.

Many of our clients have relocated to Nevada from other states whose taxes proved too burdensome because we're (currently) one of the business-friendliest states in the nation. If the Margin Tax passes, Nevada will become one of the most UNfriendly states in which to do business and many companies will jump ship, taking jobs with them.

VOTE
NO
ON 3

The tax is calculated on gross - not net - revenues. This means a company that makes \$2 million in sales, but only clears \$300,000, will pay the tax on \$2 million. Even if a company is losing money, it would still pay the tax. This fact alone is enough to put many businesses out of business.

Also, this isn't a "big business" tax. Many of those affected bear no resemblance to "big business." They're mom and pop establishments, generational family owned companies, or have high revenue/high overhead (like manufacturing). \$1 million in revenue can be made to sound like a lot of money, but rent, insurance, utilities, equipment, salaries, advertising, and other expenses can quickly chip away at that figure.

On the topic of expenses, what happens if your costs of doing business increase? The simplest and quickest response is to raise your prices. If this tax passes, companies will be forced to pass the expense onto their customers, making consumer goods more expensive and putting downward pressure on the fragile growth we as a community just started seeing again.

For the sake of your company and our community as a whole, please educate yourself and others about the margin tax. Join the coalition and donate to the efforts to educate the voters, and make sure you vote NO on 3 in November.



GOVERNOR'S CONFERENCE ON SMALL BUSINESS 2014



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\$250 - Nonprofit exhibitors

*Please note that exhibitor registrations are subject to approval by conference administrators.

CONFERENCE AGENDA:

7:30 a.m.: Registration, networking and light breakfast

8:00 a.m. – Noon: Business Resource Expo and Panel Sessions

Noon – 1:30 p.m.: Luncheon featuring Governor Brian Sandoval and special guest speakers

General conference attendee:
\$50 in advance, \$60 at the door

For more information or to register, visit
LVChamber.com or call 702.641.5822



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NEVADA DEPARTMENT OF
BUSINESS AND INDUSTRY

member insights

SEPTEMBER IS NATIONAL PREPAREDNESS MONTH. WHAT STEPS HAVE YOU TAKEN TO PREPARE YOUR BUSINESS FOR A DISASTER?

I see the biggest disasters happening today are data breaches. Your IT system is the brain, heart, lungs and circulatory system of your business. Hire a reputable, qualified IT company to run Disaster Recovery Audits for your business, and you should be ready, should a disaster or attack happen.

[Kristi Lutzenberger](#), Director of Business Development, Orbis Solutions, Inc. (A)

Our U.S. Military invests countless hours assessing, monitoring and maintaining strategic operational readiness. They continually keep a watchful eye on all their systems running technology assessments and Disaster Recovery audits. We are also running a National Preparedness campaign next month providing Disaster Recovery Audits for businesses in the Metro area.

[Kelly Connery](#), VP of Business Development, Orbis Solutions, Inc. (B)

The best way to respond to a business disaster is to always keep in close communication with my client base, which is past customers that I have helped to get mortgage loans, and my realtor base. Then a disaster is not really a disaster if they are prepared for the worst case scenario.

[Brenda Evans, Sr. Loan Officer](#), Southern Fidelity Mortgage (C)

Back-ups, back-ups, and more back-ups! We back-up our data every day with two different vendors using co-located facilities. In addition, we have a complete emergency and disaster recovery plan in place, covering everything from a temporary loss of power to a full-blown national disaster.

[Ken Jackson](#), President, ETS Payroll (D)

We plan to help our clients achieve their goals and dreams, and live life free of financial worry. We also plan for our company's employees and clients with a business continuation plan that we implemented years ago.

[Deborah Danielson](#), President, Danielson Financial Group





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bigwig lunch time with tina quigley

Join Vegas Young Professionals for our BigWig Lunch Time series, also known as BLT's. BLT is a small luncheon featuring a local "Big Wig," allowing VYP members to hear first-hand from a mover and shaker in our community about their path to professional success.

Tina Quigley, general manager, Regional Transportation Commission of Southern Nevada, will be the featured Big Wig at the next BLT. The event is limited to 40 people. Cost is \$25, which includes lunch, and is exclusive for VYP Members.

September 10, 2014
11:30 a.m. - 1:00 p.m.
RTC F.A.S.T. facility

For more information or to register, visit VegasYP.com or call 702.641.5822.



sales honesty

While interviewing a candidate for a strategic account manager position within Service Point, I asked him what sets him apart from all of the other individuals we have been interviewing. His response really resonated with me. He said, "I really like to be HONEST in my sales. I want to know that what I am selling is of some benefit to the prospect and that I have been very forthright in communicating what the prospect can expect from the product or service."

Wow, how refreshing! Integrity is one of Service Point's core values, but how nice to hear a sales professional share how important integrity is when they are engaging in the sales process.

So....how honest are your sales? Are you encouraging your sales professionals to exaggerate the benefits of your product? Are you making promises you know you can't keep? Are you saying anything to close the sale? This is a formula for chaos in your business and I bet you have some very unhappy customers because YOU - or someone

in your organization - set an unrealistic and dishonest expectation during the sales process. What are some keys to being honest in your sales?

- Do not tell the prospect you will do something you know you can't. DO suggest to them someone who can. The prospect will be grateful and will remember you when they do need the service you offer.
- Do not exaggerate what the product or service can do. DO find the true benefits of your product or service and communicate that to your prospects.
- Do not create a "close the sale at all costs" mentality in your business. This benefits no one. DO clearly define what is good business for your company and reward the sales professionals who find customers who meet this criteria.

Here's to honest selling!

By Kelli Vaz, Service Point,
VYP Community Outreach Chair, @KelliVaz



white hot
to the
nines at
ghostbar



VYP took its signature annual party, White Hot, "to the nines!" In their coolest summer whites, guests mixed, mingled and took in the always-impressive views from GHOSTBAR at Palms Casino Resort.

the final word

NO ON 3: SHOW YOUR SUPPORT

Y

ou've heard the case against Question 3, the Margin Tax Initiative, and the negative impact it will have on your family, your business and our economy. With unemployment numbers above the national average and Nevadans dependent on an economy just recovering, now is not the time to add a 2% gross margins tax on local businesses.

The Las Vegas Metro Chamber of Commerce is committed to the fight against Question 3, the Margin Tax Initiative. On October 14, voters will begin heading to the polls and our message must reach those voters before they cast their ballots. Please consider making a contribution to BizPAC



to ensure the Metro Chamber has the necessary resources for a successful outcome on November 4.

As a member of the largest business organization in Nevada, your financial support sends a strong message that the business community is united in ensuring that this flawed and costly measure does not kill jobs, hurt consumers – like you – and destroy our fragile economy.

Thank you for your continued support of our efforts to protect Nevada jobs. For more information on how you and your business can lend support, please contact Kelly Martinez, Government Affairs, at 702.641.5822 or kmartinez@lvchamber.com.



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SEPTEMBER 2014

EGGS & ISSUES



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